LEO BURNETT COMPANY, *Inc.*
Ad No. 2727—Three Horse Cowboy—Req. No. 84433—Page 4/c Bleed—8¾ x 11⅛—National Magazines, 1972 (R)
Printed in U.S.A.

From Marlboro to America's low tar and nicotine cigarette smokers.

Marlboro Lights: 14 mg.* tar,** 1.1 mg. nicotine av. per cigarette by FTC method

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